

**CODE SWITCHING IN INSTAGRAM BASED ON THE PHENOMENA IN  
2020**



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## **CODE SWITCHING IN INSTAGRAM BASED ON THE PHENOMENA IN 2020**

### **Abstrak**

Studi ini adalah studi sosiolinguistik. Tujuan dari penelitian ini adalah untuk mendeskripsikan penggunaan jenis dan alasan terjadinya alih kode yang terdapat di instagram. Jenis penelitian ini adalah penelitian kualitatif. Pengumpulan datanya menggunakan manuskrip. Sumber data dikumpulkan dari pengguna instagram yang telah diikuti oleh peneliti. Jenis alih kode menggunakan teori Hoffman(1991: 112) dan alasan terjadinya menggunakan teori dari Hoffman (1991: 116). Hasil penelitian menunjukkan bahwa pertama, ada tiga jenis alih kode yang diurutkan masing-masing dari kemunculan tertinggi hingga terendah, yaitu: inter-sentential, intra-sentential, Emblematic switching. Jenis alih kode yang paling dominan digunakan oleh pengguna instagram adalah alih kode inter-sentential dengan persentase 40%. Kedua, peneliti menemukan lima alasan terjadinya code switching yang diurutkan masing-masing dari kejadian tertinggi sampai terendah, yaitu: Mengungkapkan topik tertentu, Interjeksi (Memasukkan Kalimat Pengisi atau Menghubungkan Kalimat), Repetisi digunakan untuk klarifikasi dan Melaporkan identitas kelompok bukti, Menegaskan (Menyampaikan Solidaritas). Alasan terjadinya alih kode yang paling dominan digunakan oleh pengguna instagram adalah mengungkapkan topik tertentu dengan persentase 40%.

**Kata kunci:** sosiolinguistik, alih kode, instagram

### **Abstract**

This study is a sociolinguistic study. The purpose of this study is to describe the use of the types and reasons for code switching on Instagram. This type of research is qualitative research. Data collection using manuscripts. Data sources were collected from Instagram users who were followed by researchers. This type of code switching uses Hoffman's theory (1991: 112) and the reasons for using Hoffman's theory (1991: 116). The results showed that first, there were three types of code switching, each in order of highest to lowest occurrence, namely: inter-sentential, intra-sentential, Emblematic switching. The most dominant type of code switching used by Instagram users is inter-sentential code switching with a percentage of 40%. Second, the researchers found the reasons for the code switching events that were sorted respectively from the events that occurred to the lowest, namely: Revealing a certain topic, Interjection (Inserting a Fill Sentence or Linking Sentences), Repetition was used for clarification and reporting the identity of the evidence group, Affirming (Conveying Solidarity ). The reason for the most dominant use of code switching by Instagram users is to reveal certain topics with a percentage of 40%.

**Keywords:** sociolinguistics, code switching, instagram

## 1. INTRODUCTION

Language is one of the important things for humans to communicate with each other. Language itself makes human relations more and more close day by day (Brown, 1987). In a society, humans cannot communicate without using language as a means of communication. Language can be studied in Linguistics. Linguistics is the study of science about human language (Langacker, 1973: 5). One of the branches of linguistics is sociolinguistics.

Hickerson (1980: 81) argues that sociolinguistics is a linguistic development learning which takes language variation as focus, and see the variety of language it self in its social context. Sociolinguistics concentrates on the correlation between social factors and variations in linguistic variations. Based on a statement from (Fishman, 1972:4) sociolinguistics is learning about the characteristics of language use functions with characteristics of the language user it self. Sociolinguistics basically unfocused on the structure of a language but focused on how to language used social cultural context. The concentration sociolinguistics is code switching.

Kamarudin (1989) stated that code switching is using two or more languages by communicators in speaking. As a replacement codes usually occur in bilingual social settings. Bilingualism as a linguistics community of which two language is in contact with the result that both languages can be used in a single interaction, and some people are often bilingual. The phenomena can be described as a code switching occasion that just can not be found in verbal communication but also can found in communications non-verbal in social media.

Instagram is now a phenomena that exists in the community, especially young people, as the largest social media user. Instagram is a medium or way to express yourself in cyberspace or cyberspace. Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them on various social networks, including Instagram. A unique feature of Instagram is that it cuts the photo into a square shape, making it look like a photo taken with the Kodak Instamatic and Polaroid cameras. Instagram can be used on gadgets or smartphones that users have recently liked, such as any version of the iPhone,

iPad or iPod Touch running iOS 3.1.2 or later, and any Android phone running an OS version. 2.2 (Froyo) is active. This application can be loaded via the Apple App Store and Google Play.

Michael Cross (2013) states that social media is a term that describes various technologies used to connect people to collaborate, exchange information, and interact through web message content. Social media is also an online media that fosters social interaction by inviting anyone who is interested to participate through open input and input, member comments, and sharing information in a fast and unlimited time. One of the most used social media today is Instagram. On Instagram, users can upload virtual files such as photos or videos and write captions after uploading them. Or write a comment with a limit of 2200 characters. Social media designed by Kevin Systrom and Mike Krieger are very easy to access via smartphones or gadgets based on Android and iOS. For them, photography is visual. In *Good News Indonesia* reported that in the January – May 2020 period, instagram users in Indonesia reached 69.2 Million (69,270,000) users (Napoleon Cat, 2020). The skyrocketing use of this platform is also inseparable from the work from home (WFH) policy that the company has implemented for its employees during the Covid-19 pandemic. With this number of users, code switching is easy and frequent found on Instagram and usually used by bilingual communities write captions for photos/videos that they upload to Instagram, as well as in their comments.

There are two examples of code switching that the author found on Instagram :

*Pelan pelan saja, boleh ambil tapi tau diri. Have a great day everyone !*

( taken by @enzystoria Instagram photos on June 24 2020)

This caption is a form of code switching that occurs between sentences

( Inter-sentential switching. Because code switching appears in the form of a phrase after the clause boundary which occurs because of lexical necessity. This caption was made by Enzy Storia to encourage her Instagram followers to focus on what they want to achieve.

The second example of code switching that the author found on Instagram :

*Feeling fresh, Happy dan wangi <3 Makasih masker dan parfumnya yah sayang @franskland (taken by @tamarableszynkiofficial instagram photos on August 28 2020)*

In the caption, @tamarableszynskieofficial expressed her deep feelings of happiness the author's language is English said that " *Feeling fresh, Happy dan wangi* " and then switch code language about the gift product she got.

## **2. METHOD**

This type of research is a qualitative descriptive with manuscript data. To avoid expanding the research, the researchers focused on specific things. Researchers only analyzed the types and reasons that affect code switching that occurs on Instagram. The subject of this research is Retno Lestari Priansari Marsudi. She is an Indonesian diplomat and the Minister for Foreign Affairs in the Working Cabinet. She is the first female minister appointed to the post. She was born in Semarang, Central Java on November 27, 1962 and she used Javanese as her mother tongue.

This research focuses on Instagram users who have been followed by researchers and occur in photo, video or comment captions. This study aims to describe the types of code switching according to the theory of (Hoffmann, 1991) and the reasons for the implementation of code switching that occurs on Instagram with the theory put forward by (Hoffmann 116, 1991). Meanwhile, for the validity of the data, the researcher used the production of Mr. Sigit Haryanto as the expert judgment.

## **3. FINDINGS AND DISCUSSION**

### **3.1 Types of Code Switching**

Based on the result of data analysis, the researcher found from 3 types of code switching based on Hoffman (1991: 12) theory. In this research, the researcher found 3 types from 65 data of code switching that exist in Instagram researcher following. They are namely; inter-sentential, intra-sentential, emblematic switching. The data showed the following table.



Table 1. Types of Code Switching

No	Types of Code-Switching	Example	Σ	Percentage (%)
1	Intra-sentential	A : “PSBB Jakarta diperpanjang? Pakai masker yak semua dan tetap ikuti protokol kesehatan <b>Health is #1!</b> Semua orang sehat bisa berharap akan banyak hal, namun org sakit hanya berharap akan kesembuhan dirinya.” (caption photo @larissarochefort Spetember 12 2020)	26	40%
2	Inter-sentential	A : “Hi teman2, <b>just wanna remind you guys</b> untuk jangan terlalu santai menghadapi virus ini, tetap patuhi protokol kesehatan & sebisa mungkin stay dirumah aja” (caption photo @afgansyah.reza September 28 2020)	17	26%
3	Emblematic switching	A : “ <b>Stay tuned!</b> With the challenging #newnormal, kami sedang mencari cara terbaik untuk #exploredanjagaindonesia” (caption video @hamishdw	22	34%

		June 19 2020)		
		Total	65	100%

The researcher analyzed types of code switching using Hoffman's theory (1991: 12). Researchers found three types of code switching used on Instagram, namely : (1) inter-sentential switching which indicates that a code switching occurs between clauses or sentence boundaries, where each clause or sentence is in this or that language,(2) intra-sentential switching which indicates that a code switching occurs in a phrase, clause or sentence limit,(3) emblematic switching which shows that this type of code switching, tags, exclamation words and certain set phrases in one language put in the greeting stated in another.

The finding of types code-switching conducted by Novianti (2013) “The Use of Code Switching in Twitter” this research examines the problems of meaningful problems, shifting code signaling, the language used, and alibi shifting language when speaking on Twitter. This research links English students of the Ministry of Learning who have registered as Twitter users to respondents. In this research, the information used is the tweet used by the respondents as well as the assumptions of the questionnaire. Create code switching types in tweets,Poplack (1980) framework has been implemented. Moreover, the theories proposed by Hoffman (1991) and Saville-Troike (1986) are used as a basis for interpretation for alibi reasons why respondents change their language on Twitter. Information (selected tweets and questionnaires) were analyzed by part of the steps, because of the understanding of the formation of code switching from tweets, classifying code switching in the form of tables, measuring the frequency and proportion of code switching, and analyzing and analyzing the information obtained. The research results show that there are 3 types of code switching.

### **3.2 The Reasons that Affect of Code Switching**

Based on the result of data analysis, the researcher found 5 of 7 types from 65 data of the reasons that affect ofcode switching based on Hoffman (1991: 116) theory, there are 5 types reasons that affectof code switching that exist in Instagram researcher following. They are namely; Reveal a specific topic, Interjection,

Repetition used for clarification, Report the evidence group identity and Affirming. The data showed in the following table.

Table 2. The Reasons that Affect of Code Switching

No	Reason that affect of code-switching	Example	$\Sigma$	Percentage (%)
1	Reveal a Specific Topic	A : “Sejak #dirumahaja aku jadi mulai iseng belajar <b>photography</b> .” (caption photo @claurakiehl April 4 2020)	26	40%
2	Interjection	A : “ <b>Ootd</b> di rumah mertua. Wearing Asics Sean Wotherspoon shoes from @atmos_id” (caption photo @theraldisastr July 25 2020)	25	38%
3	Repetition Used for Clarrification	A : “This new normal situation changes so many things, and makes so much limitations. <b>Akudankeluargajadi lebihsadaruntukmenjagadiri, salahsatunyaadalahdenganmerubahkebiasaanbelanjakebutuhandapuru kita.</b> ” (caption photo @andrew.white._ June 25 2020)	4	6%
4	Report the Evidence Group	“Looking 12 at age of 20, but here it is! #WisudaLDR2020 challenge inspired by the lovely <b>mba</b> ”	5	8%

	Identity	@najwashihab” (caption photo @claurakiehl June 6 2020)		
5	Affirming	A : “ <b>Please buy THIS MASK to SUPPORT</b> Yayasan Solemen Indonesia” (caption photo @tamarableszynskiofficial June 28 2020)	5	8%
		Total	65	100%

The researcher analyzed the reasons that affect in Instagram. The theory of (Hoffman 1991: 116) consists of seven reasons, namely; (1) Revealing Certain Topics, (2) Quoting Others, (3) Affirming Something (Expressing Solidarity), (4) Interjection (Inserting Fillers or Conjunctions), (5) Repetition Used for Clarification, (6) Clarifying the Content of the Talk to Opponents, (7) Report the Evidence Group Identity.

The finding of reasons that affect of code-switching conducted by AniYulianti (2011) *Code Switching on Facebook Comments (An Analysis of Types and Reasons of Code Switching Written by the 8th Semester Students of English Department)*. She founded 80 code switching data recorded in eight semester of English study students. Based on the collected data, she founded code switching based on grammatical classification and code switching based on contextual classification. Based on grammatical classification, she founded transitions of code markers, transitions of codes between sentences and between sentences. Meanwhile, based on contextual classification, there is situational code switching and metaphorical code transfer. There are ten reasons why bilinguals have switched from Indonesian to English. They aim to exclude or include someone in a conversation, qualify messages, meet lexical needs for lexical elements, continue the last language used, quote someone, assign audiences, change the role of the speaker, attract and emphasize group identity, define communication and confidentiality, distraction.

In the table of data analysis is it clear that there are 5 reasons that affect of code-switching, namely : (1) Revealing Certain Topics, (2) Interjection (Inserting

Fillers or Conjunctions), (3) Repetition Used for Clarification,(4) Report the Evidence Group Identity, (5) Affirming Something (Expressing Solidarity). The most dominant that used by users in instagram is reveal specific topic (40%). This means that the users mostly using reveal a specific topic.

#### **4. CONCLUSION**

Based on the data analysis and research finding, this study draws the following conclusion.

##### **4.1 Types of Code-Switching**

The types of code switching that used in Instagram are three namely: (1) Inter-sentential switching (40%), (2) Intra-sentential switching (26%), (3) Emblematic switching (34%) . The most used is inter-sentential switching, because the users instagram researcher following used inter-sentential switching to make captions. The researcher classify the types of code switching to make the readers can understand and know about it.

##### **4.2 Reasons that Affect of Code-Switching**

The reasons that affect that used in Instagram are five namely: (1) Reveal a specific topic (40%), (2) Interjection (38%), (3) Repetition used for clarification (6%), (4) Report the Evidence Group Identity (8%), (5) Affirming Something (Expressing Solidarity) (8%). The most used is reveal a specific topic. It means that the users often uses to reveal specific topics to create photo captions or interact with other people.

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